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What is claimed is:

A multilayer label for a battery, comprising:  
5 a transparent, shrinkable outer film forming the outermost layer of the label;  
a transparent, shrinkable carrier film having a first transparent adhesive layer on one side confronting the outer layer and bonding the carrier layer to the outer layer and an outwardly visible indicia layer on other side; and  
a second transparent adhesive layer adjacent the indicia layer for bonding the label to the battery.

2. The label of claim 1, wherein at least one of the outer film and the carrier film are made of polyvinyl chloride.

3. The label of claim 1, wherein at least one of the outer film and the carrier film are made of polypropylene.

4. The label of claim 1, wherein at least one of the outer film and the carrier film are made of polyester.

5. The label of claim 1, wherein the outer film has balanced oriented shrinkage properties.

6. The label of claim 1, wherein the carrier film has mono-axially oriented shrinkage properties.

20 7. The label of claim 1, wherein the outer film has balanced oriented shrinkage properties and the carrier film has mono-axially oriented shrinkage properties.

8. The label of claim 1, wherein the indicia layer includes a non-metallic pigment that produces the effect of a metallized label.

9. The label of claim 1, wherein the outer film and the carrier film include a 25 coextruded film composite comprising two distinct film layers.

10. The label of claim 1, including a layer of thermochromic material.

11. The label of claim 10, including a conductive layer in thermal contact with the thermochromic layer.

12. The label of claim 10, wherein the length dimension of at least one of the

outer film and the carrier film exceeds the circumference of the battery by an amount at least equal to the width of the conductive layer.

13. The label of claim 10, wherein the conductive layer, when the label is wrapped around a battery, is confronted on both sides by at least one of the outer film and the carrier film.

5 14. The label of claim 1, wherein the outer film has a thickness in the range of about 10 to 25 microns.

15. The label of claim 1, wherein the carrier film has a thickness in the range of about 25 to 50 microns.

16. The label of claim 1, further including a release liner confronting the second adhesive layer.

17. A battery power indicator label for a dry-cell battery, comprising:  
at least one transparent, shrinkable base film having a printed indicia layer, a layer of thermochromic material, a layer of electrically conductive material and a pressure sensitive adhesive on one side, with the layer of thermochromic material and the layer of conductive material forming a battery power indicator;

wherein the length of the film exceeds the circumference of the battery by at least the width of the battery power indicator so that when the label is wrapped around the battery, the battery power indicator is situated between two portions of the film.

20 18. The label of claim 17, wherein the base film is made of polyvinyl chloride.

19. The label of claim 17, wherein the base film is made of polypropylene.

20. The label of claim 17, wherein the base film is made of polyester.

21. The label of claim 17, wherein the indicia layer includes a non-metallic pigment that produces the effect of a metallized label.

25 22. The label of claim 17, including an outer film bonded to the outer surface of the base film opposite the indicia layer.

23. The label of claim 17 wherein the film includes an opening allowing a portion of the conductive material to contact a terminal of the battery when the label is wrapped around the battery.

24. A multilayer battery power indicator label for a battery, comprising:  
a transparent, shrinkable outer film forming the outermost layer of the label;  
a transparent, shrinkable carrier film having a first transparent adhesive layer on  
one side confronting the outer layer and bonding the carrier layer to the outer layer and an  
outwardly visible indicia layer, a layer of thermochromic material, a layer of electrically  
conductive material and a second adhesive layer on the other side; with the layer of  
thermochromic material and the layer of conductive material cooperatively acting as a  
battery power indicator; and

a release liner confronting the second adhesive layer.

25. The label of claim 24, wherein the layer of thermochromic material and the  
layer of conductive material are on opposite sides of the second adhesive layer.

26. The label of claim 24, wherein the lengths of the outer and carrier films  
exceeds the circumference of the battery by at least the width of the battery power indicator  
so that when the label is wrapped around the battery, the battery power indicator is situated  
between two portions of the films.

27. The label of claim 24, wherein the outer film has balanced oriented  
shrinkage properties.

28. The label of claim 24, wherein the carrier film has mono-axially oriented  
shrinkage properties.